MASTEBATCH
2011
Integrating Colour and Design

7-9 June 2011
The Imperial Riding School Vienna, a Renaissance Hotel, Vienna, Austria

Organised by: Applied Market Information Ltd.

Also sponsored by:

Media sponsor:
MASTERBATCH - Get up to date on...

Masterbatch demand by region

- South East Asia: 24%
- Latin America: 5%
- Rest of the World: 17%
- Japan: 5%
- NAFTA: 22%
- Europe: 27%

The structure of the market:
Global demand for masterbatch by type

- Additive: 18%
- Black: 24%
- Colour: 29%
- White: 29%
2010 was a year of recovery for the masterbatch industry, as the global economy rebounded from the effects of the financial crisis. How robust that recovery will be is still uncertain, particularly in many developed markets, and the prospects for 2011 remain challenging. To ensure sustained growth and profitability going forward companies must look to develop closer customer relationships and fully understand their needs to provide the effects and colours they are looking for. AMI’s Masterbatch conference has responded to help you better achieve this by inviting leading brand owners and designers to talk to the industry about their needs and future trends.

This year’s conference will also provide you with an opportunity to take the pulse of the masterbatch industry thanks to our unique business confidence survey, the results of which I will be presenting. These findings will give you a chance to benchmark your experience and performance against those of the industry as a whole. There will also be a series of presentations looking at the latest developments in pigments and additives to give you fresh insight into how to add value to your products as well as updates from equipment suppliers on how to improve performance and cut costs.

Masterbatch 2011 will also give you an opportunity to step back from the day to day running of your business and consider what the long term trends are and help identify the opportunities out there for you. AMI’s events consistently deliver quality papers, which add value to your knowledge, and superb cost-effective networking opportunities with your customers to help you stay ahead in your business.

So I hope that you will want to take this opportunity to come together with your peers and colleagues from the global masterbatch industry to discuss and exchange views to make sure you have the strategy in place to take full advantage of the recovery ahead. I look forward to seeing you in Vienna for AMI’s Masterbatch 2011 conference.

Andrew Reynolds
Research Director
AMI Consulting
MASTERBATCH 2011 is the international meeting for the masterbatch industry. AMI has been organising its regular Masterbatch conference since 1987, and the event typically attracts over 200 delegates from around the world including most leading masterbatch producers. Over two days you can achieve contacts and networking within the industry that would normally take significant time and travel to achieve. The conference offers a highly cost effective use of your time giving you the opportunity to meet with other manufacturers, customers and suppliers to discuss the challenges facing the industry today.

**KEY PAPERS WILL LOOK AT:**

- **Latest developments in pigments and additives**
  - Performance pigments for moulding applications
  - Innovations in additive technologies
  - High performance iron oxides and zinc ferrites for plastics
  - Infrared reflecting pigments
  - Antimicrobial additives for masterbatch

- **Developments in technology to improve productivity and flexibility**
  - Optimising pigment dispersion in twin screw extruders
  - Latest developments in pelletising systems

- **Market trends and developments**
  - The global development of the masterbatch industry
  - Opportunities in biopolymers for masterbatch
  - Automotive design requirements
  - Integrating colour in product design

**5 GOOD REASONS WHY YOU SHOULD ATTEND**

1. Key market papers will give you unrivalled information on market size, growth and the global trends for masterbatch and the plastics industry as a whole to inform you in your decision making.

2. You will get to hear about some of the latest technical developments in the use of additives and pigments in masterbatch to make sure you can meet your customer needs.

3. Get up-to-date reports on technology developments in masterbatch production to maximise productivity and cut costs.

4. Benchmark your company’s performance and experience against those of other leading players in the industry that will be at this event to better understand the competition.

5. Network with our senior audience from around the world and get inspired to grow and develop your business.
Exhibition and sponsorship opportunities

There are many ways that you can ensure that your company makes an impact at this important international event. With over 200 high calibre delegates expected, this conference is an ideal opportunity for you to target key masterbatch producers with your products and services. Choose from a variety of options designed to suit individual budgets.

Exhibition space

Make it easy for delegates to find you at this busy event with your own tabletop exhibition space. Bring your own display stand, or just use the space to have literature and samples available and ensure that you make an impact. The tabletop exhibition will run throughout the conference in the spacious lobby next to the main meeting room.

Space is limited, to avoid disappointment please register for this service as soon as possible. Companies that have already booked a table top include:

1. AARON EQUIPMENT COMPANY
2. BASF SCHWEIZ AG
3. DYNEON GmbH
4. FARREL Ltd.
5. GABRIEL-CHEMIE Ges.m.b.H.
6. GALA KUNSTSTOFF - UND KAUTSCHUKMASCHINEN GmbH
7. GNOSYS UK Ltd.
8. KONICA MINOLTA SENSING EUROPE B.V.
9. LEISTRITZ EXTRUSIONSTECHNIK GmbH
10. MEMBRANA GmbH, ACCUREL SYSTEMS
11. MERCK KGaA
12. NUBIOLA
13. THOR GmbH
14. UNIFORM COLOR COMPANY

Sponsorship opportunities

Make a real impact by becoming an official Masterbatch 2011 sponsor. Please contact Sabine Prack for further information, email: sp@amiplastics.com
**THE PROGRAMME**

**Tuesday 7th June 2011**
- 17.00 Registration
- 18.00-19.30 Welcome Cocktail Reception
- There are no conference sessions on this day

**Wednesday 8th June 2011**
- 08.00 Registration and welcome coffee
- 08.50 Opening announcements

### MARKET OVERVIEW

- **09.00** Outlook for the European masterbatch industry - an exclusive AMI investigation  
  Mr. Andrew Reynolds, Research Director, AMI CONSULTING, United Kingdom
- **09.30** The role of colours in a world of change  
  Mr. Trabert Ulf, Key Account & Unit Manager Cosmetics Brand Packaging, GABRIEL-CHEMIE GESELLSCHAFT m.b.H, Germany

### SESSION 1 - PIGMENTS

- **10.00** Perspectives on the global titanium dioxide (TiO2) supply past present future  
  Dr. Bernd Zimmermann, Segment Manager Plastics Europe Middle East Africa, DUPONT DE NEMOURS, Germany
- **10.30 – 11.00** Morning coffee sponsored by:
- **11.00** Right performance pigment yellow, heavy metal free, for moulding applications  
  Mr. Sebastien Villeneuve, Head of Marketing Plastic Additives Europe, BASF SCHWEIZ AG, Switzerland
- **11.30** Innovation in pigment and additive technologies  
  Dr. Bansi L. Kaul, CEO, MCA TECHNOLOGIES GmbH, Switzerland
- **12.00** Iron oxides and zinc ferrites as cost effective and high performance solutions in plastics  
  Mr. Alex Capuz, Global Marketing Manager, NUBIOLA, Spain
- **12.30 – 14.00** Lunch
- **14.00** High performance colored titanate pigments  
  Mr. Tom Mestdag, European Sales Manager, SHEPHERD COLOR INTL., Belgium
- **14.30** Optimal pigmentation strategies for near infrared reflecting pigments  
  Dipl.-Ing. Alexander Willer, Marketing / Business Development Manager Plastics, HEUBACH GmbH, Germany

### SESSION 2 - ADDITIVES

- **15.00** Selection of additives and pigments: reconciling primary and secondary requirements  
  Mr. Daniel Müller, Head Technical Center Polyolefins, BASF SCHWEIZ AG, Switzerland
- **15.00 – 15.30** Afternoon coffee
- **15.30** New antimicrobial additives for powering your masterbatch  
  Dr. Bruno Piastra, Product Manager Polymer Additives, SANITIZED AG, Switzerland
- **16.00** Developments in novel, greener flame retardants and the role of masterbatch suppliers  
  Mr. Michael Kearns, Technical Service Manager – EMEA, CHEMTURA TECHNOLOGY (BELGIUM) NV, Belgium
- **20.00** Conference Dinner
**Thursday 9th June 2011**

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<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
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<tbody>
<tr>
<td>08.30</td>
<td>Welcome coffee</td>
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<tr>
<td>09.00</td>
<td>Opening announcements</td>
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<tr>
<td>09.10</td>
<td><strong>Material ingredients for plastic applications</strong></td>
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<td>Dr. Hendrik Wermter, Business Development Manager, CHEMISCHE FABRIK BUDENHEIM KG, Germany</td>
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<td>09.40</td>
<td><strong>Compounding of masterbatch on high-volume co-rotating twin-screw extruders</strong></td>
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<td>Dipl.-Ing. Matthias Sauer, Process Engineer, COPERION GmbH, Germany</td>
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<tr>
<td>10.10</td>
<td><strong>A closer look at pigment dispersion in twin screw extruders</strong></td>
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<td>Mr. Michael Thummert, Head of Marketing, LEISTRITZ EXTRUSIONSTECHNIK GmbH, Germany</td>
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<td>10.40</td>
<td>Morning coffee sponsored by:</td>
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<td>11.10</td>
<td><strong>Production of masterbatch with underwater pelletizing systems - requirements and experiences</strong></td>
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<td>Ing. Alexander Datzinger, Area Sales Manager, ECON GmbH and Dr. Wulf Hagemeister, Manager of Production/ R&amp;D, ROWA MASTERBATCH GmbH, Germany</td>
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<td>11.40</td>
<td><strong>Masterbatch pellet processing technology</strong></td>
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<td>Mr. Michael Eloo, Technical Director, GALA KUNSTSTOFF- UND KAUTSCHUKMASCHINEN GmbH, Germany</td>
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<td>12.10</td>
<td><strong>The automobile design perspective</strong></td>
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<td>Mrs. Ute Wellershaus, Designer, BMW GROUP/MINI, Germany</td>
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<td>12.40</td>
<td>Lunch</td>
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<td>14.10</td>
<td><strong>Colour and material trends integrated in tool design</strong></td>
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<td>Mr. Fredrik Hermann, Director CMF, DESIGNIT GmbH, Germany</td>
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<td>14.40</td>
<td><strong>Compostable biopolymers, new options for the converting and masterbatch industry, special applications, new recycling options</strong></td>
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<td>Mr. Stefano Facco, New Business Development Director, NOVAMONT S.p.A, Italy</td>
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<td>15.10</td>
<td><strong>The global masterbatch market - the drivers of the opportunity and success</strong></td>
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<td>Mr. Andrew Reynolds, Research Director, AMI CONSULTING, United Kingdom</td>
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<td>15.40</td>
<td>Afternoon tea and conference ends</td>
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Conference bag sponsored by: [nubiola](#)  
Conference CD sponsored by: [MIXING GROUP](#)

AMI reserves the right to alter the programme without notice. The latest programme including any new speakers or changes to schedules can be viewed on our website [www.amiconferences.com](http://www.amiconferences.com)
Conference venue
Masterbatch 2011 7-9 June will be held at the Imperial Riding School Vienna, a Renaissance Hotel, Vienna, Austria, Ungargasse 60, Vienna 1030, Austria Tel: +43 1711758001 Fax: +43 1711758143

Hotel accommodation
AMI has negotiated a room rate of €129 for a single room (breakfast included) at the Imperial Riding School Vienna, a Renaissance Hotel, Vienna, Austria.
To reserve a room, please contact the hotel directly and state that you are attending “AMI’s Masterbatch 2011 conference”.
Tel: +43 1711758001 Fax: +43 1711758143
Email: imperial.reservations@renaissancehotels.com

Social events
The social events organised for Masterbatch 2011 provide an ideal setting for delegates and speakers to mix business with pleasure.

* Cocktail reception: A welcoming cocktail reception will be held on the first evening. All delegates are invited to attend and it will offer an excellent opportunity to meet speakers and other colleagues. The cocktail reception will run approximately from 18:00 to 19:30 and is included in the delegate fee.

* Conference dinner: The conference dinner will take place on the evening of 8th June. The additional cost for the dinner is €100.

Conference languages
The official language for the conference is English only.

Cancellations
Full refunds, less a cancellation fee of €200 will only be made on cancellations received prior to 6th May 2011. Thereafter we regret that no refunds can be made. Delegates may be substituted at any time. Please note that no refunds can be made on table tops.

Conference fees
The registration fee is €1100 per person and includes attendance to all conference sessions, the welcome cocktail reception, and also lunch and refreshment breaks on both days, and a set of conference proceedings.

Early bird registration
Register before 15th April 2011 for only €990. Thereafter the cost is €1100.

Group rates
For companies wishing to send more than one delegate, group discounts are available. Please call the Conference Organiser on +44 (0)117 924 9442.

Exhibition package
This package includes an exhibition place in the registration area and coffee lounge located directly outside the conference room and 1 free delegate place. Exhibitors may either use tables provided by the hotel (183.50 x 76 cm), or bring their own stand or display. Please note that only a limited number of table top exhibition spaces are available. Please contact the Conference Organiser for more information.

Sponsor this event and promote your company
A variety of sponsorship opportunities are available at this event that can help to promote and enhance your company’s products and services to this highly targeted international audience. For further information, please contact: Sabine Prack, Conference Organiser on +44 117 924 9442 or by e-mail: sp@amiplastics.com to discuss your individual requirements.
REGISTRATION FORM

Masterbatch 2011, 7-9 June
The Imperial Riding School Vienna, a Renaissance Hotel, Vienna, Austria,
Ungargasse 60, Vienna 1030, Austria

Company:_____________________________________________________
Address: _______________________________________________________
________________________________________________________________
________________________________________________________________
Country: ______________________________________________________
Tel: ________________________   Fax: ______________________________
e-mail address: _________________________________________________
VAT No.: __________________________________________________
(must be completed by all EU Companies)
Company activity: _________________________
Invoice address (if different from above): _________________________
________________________________________________________________
________________________________________________________________

DELEGATE DETAILS / TABLE TOP DELEGATE:
(If more than one delegate please photocopy form)
Title: ________ First name: ________________________________________
Surname: _______________________________________________________
Position: _______________________________________________________
Special dietary requirements: _________________________________

PAYMENT DETAILS
All payments to be made in Euros
Early bird discount €990 if you register before the 15th April 2011

Delegate fee @ €990 (until 15th April 2011)
Delegate fee thereafter @ €1100
Exhibition package @ €2750 (includes one free delegate place)
Conference dinner @ €100 (per person)
Total: _______________________________________________________

METHOD OF PAYMENT
On receipt of this registration form your credit card will be debited.
You will be sent an invoice in 5 working days.

- Bank Transfer quoting 'Applied Market Information Ltd.
  Masterbatch 2011' to: Commerzbank,
  Filiale Düsseldorf, Breite Straße 25, 40213 Düsseldorf, Germany
  Account number: 1024710 Bank No. 300 400 00
  IBAN: DE93 3004 0000 0102 4710 00 SWIFT: COBADEFFXXX

- Visa / Mastercard / Eurocard / JCB
(Please note all card payments will be processed in £ Sterling)

Name of cardholder: ____________________________
Expiry date: _____________________ 3- digit security code: ____________
Cardholder’s signature: __________________________________________
Signature: _______________________ Date: _________________________
Applied Market Information Ltd. (AMI) is Europe's leading strategic and market research consultants and publishing authority for the plastics industry.

AMI's Strategic Consulting division provides a wide range of services to clients involved in plastics and speciality chemicals. The division works on a global basis with offices in North America and clients include many of the leading polymer companies in Europe and Fortune 500 companies from North America.

Applied Market Information LLC is the North American operation of Applied Market Information Ltd. AMI LLC now offers the full range of AMI services and products to North American clients. Together with our well-established European based operations this means AMI is well placed to provide a truly global research capability to our clients.

AMI also publishes an extensive range of guides and reports on the plastics processing industry in Europe. Publications cover thermoplastics compounding, injection moulding, film extrusion and other sectors.

In addition our book selling division, Plastics Information Direct, has a wide range of technical literature available from Chapman & Hall, Hanser Verlag and others.

See our stand at MASTERBATCH 2011 to find out more about the whole range of AMI’s products and services or call Andrew Reynolds, Research Director on +44 (0)117 924 9442 if you would like to know more now or visit our website www.amiplastics.com

Compounding World is AMI’s monthly digital magazine for compounders and masterbatch producers around the world. Packed with business news, market analysis and technical information, it is available free-of-charge from www.compoundingworld.com
BASF is a leading manufacturer, supplier and innovation partner of ultraviolet (UV) light stabilizers, antioxidants and process stabilizers, organic and inorganic pigments, effect pigments, and other additives for the plastics industry.

Our technologies and materials offer high value, long-term performance, vibrant colors and eye-catching special effects for a variety of plastics applications. BASF offers solutions to address coloration and stabilization needs including approved ingredients for food and beverage applications as well as innovative solutions such as heat management. With global distribution, technical support and manufacturing, BASF has the infrastructure to effectively meet the demands of local and worldwide markets.
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The latest programme, including any new speakers or changes to the schedule can be viewed on our website: www.amiplastics.com